

Subject: Small Business Saturday -- Help us spread the word to #ShopSmall
Date: Thursday, November 19, 2015 8:01:54 AM Pacific Standard Time
From: Lynn Bunim
To: Laura Hill



Dear Laura,

The Small Business Saturday Coalition is pleased to issue a new toolkit, “SHOW YOUR LOVE”. It is designed to help you refresh your messaging, as you move into the home stretch towards November 28th.

In addition to helping small businesses do more business on Small Business Saturday, this year **we want everyone to show their love for small business on social media.** Below are links that provide an overview to “Show your Love”, a wonderful heart icon for use in your messaging, as well as complete set of new messages.

- [Show Your Love Social Media Guide](#)
- [Show Your Love Heart Template](#)
- [Show Your Love Marketing Materials](#)

Warmly,

Lynn

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WIPP is a national nonpartisan public policy organization advocating on behalf of its coalition of 4.7 million business women including 75 business organizations. WIPP identifies important trends and opportunities and provides a collaborative model for the public and private sectors to increase the economic power of women-owned businesses.

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